
Alcohol & Tobacco Control

Alcoholic Beverage Dealer Trade Name Change Instructions

Permit holders seeking to change the trade name of a currently permitted business should do the following:

1. The permit holder or an authorized representative of the permit holder shall submit to ATC written notification of the trade name change. The notification must include the following:
 - i. The complete name of the permit holder as it appears on the current permit;
 - ii. The permit number;
 - iii. The new trade name; and
 - iv. The printed name, signature and title of the authorized representative submitting the notification.
2. Submit a check or money order for \$10.00 for the new permit.